Memorandum to All the big executives

From Agent 297465936479O2 Code Name Goldie

Date ~~Xm~~ July 29,1955

ATTENTION PLEASE Destroythis immediately after reading. Agents of the enemy are everywhere.

News From the front: About 150 fact sheets are in circulation. I am calling everyone in New York approximately a week after they receive them. All out of towners get personal followup letters typed by you know who. Just about everyone I speak to thinks its an excellent idea, but no one wants to sponsor it. Frankly, I don't blame them. It really isn't worth $15,000. I estimate officially a total audience of 50,000 people, which means that there would have to be 400 at each club. So you can see how inflated my estimate is. We'll be lucky if we get 20,000 total audience, which amounts to a cost of practically a dollar a person. Some institutional advertiser might go for it though. I'm hoping for a stock brokerage e.g. Merrill, Lynch, etc or a Life Insurance Co. to pick it up.

Don't ever talk about discontinuing our subscription to Sponsor Magazine. Mr. Norman Glenn is a nice guy and apparently he likes us. I would advise you to run out now and reserve the August 22 issue of Sponsor at your newstand. It will carry a full page ad for the football network, compliments of the management. The current rate for this is $450. Sponsor is also contributing the plate for the ad, w orth $50 or $60. The Gotham-Vladimir advertising agency is drawing up the copy and doing the art work. Total estimate cost for the whole thing is $5 or $10 to be paid the man who does the art work. Yes, Mr. Glenn is a very pleasant person to talk to. All the advertising people get this mag; so our ad may just be the thing that will sell our little network.

Incidentally, we don't even have a network to sell. 60 of the Yale Clubs have not bothered to return their questionnaires. The network for the Princeton game is 53 cities at the present time, thanks to the cooperative Princeton clubs. The network for the Harvard game is 26 cities at the present time. I have not gotten the addresses or sent letters to any Harvard club because I didn't want to add the expense of printing and sending another letter until we sold this thing, if and when. I think, though, that if we do sell it, we'll get our 59 cities alright. I just x Hope a sponsor doesn't want a list of the full 59 before he signs. Meanwhile I have sent notes to WYBC members in cities which haven't answered, requesting them to get in touch with the president of the Alumni Club and to get him to send in his questionnaire. Some of you will find that request directed to you as an addendum to this message. Likewise, I have sent another copy of the letter and questionnair to thirteen of the biggest cities that haven't answered - San Francisco, Pittsburgh, etc. Incidentally, Mr. Robert Toti of the Yale Alumni Office has been as uncooperative as possible, neglecting even to answer my letters, which contained some important questions.

Incidentally, as some of you may know, Reid is planning to make this forum into a TV show as well, televising it from Studio 3. Should be great if it can be worked out.

Our first definite TV film program has come through, courtesy of NBC. It is a series called "Conversations with Elder Wise Men". They're letting us borrow ten of the films. Those that we will get will be conversations with Lord Bertrand Russell, Robert Frost, Louis Finkelstein, Sir Osbert Sitwell, Edward Steichen, John Hall Wheelock, Eamon De Valera, Arnold Toynbee, Alfred P. Sloan, and Frank Lloyd Wright. Victory At Sea also looks very good at the moment, and I should find out definitely about that within the next week or two. Ditto the 15 feature length British films. There's also the possibility of getting some shows from BBDO if we want them.

In case you haven't heard Reid has been making great progress in his quest for high brow records. He's gotten hold of a series called "The New England Anthology", a series of ten half hour shows of poets, and he's also working out a deal to get some other hard-to-get records which should be great.

Unless there is violent objection, I would like to quit around September first and take a little vacation. I haven't had any time off except weekends all summer, and I could really use a little rest. If anything comes up as far as the Network is concerned, I will of course stay on.

Regards to all, and see you soon.

Goldie

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